

PARKS & RECREATION DIRECTOR

Position Code: 3430

WC Code: 9102

FLSA Status: Exempt

Pay Grade: 365

Location: Parks & Recreation

Approval Date: 2023

General Statement of Duties

Performs complex professional and managerial work directing all administrative and operational-related work in Parks, Recreation, Golf, Athletics, Arts and Events, Marketing, and Community Outreach in the Town's Parks & Recreation Department; performs related work as required.

Distinguishing Features of the Class

An employee in this class performs a variety of complex administrative, managerial, and professional duties in the management of all parks and recreation operations for the Town. The employee develops and plans for long and short-range departmental growth and operations, researches and develops new programs, and develops and/or modifies existing policies and procedures. The Director organizes and manages short-term plans and daily activities through program supervisors including the selection, training, appraisal, and supervision of regular staff and seasonal workers. The position manages a \$10 million budget, as well as facilitates collaboration between the Town and various other profit, non-profit and governmental entities. Work requires extensive public contact with private groups, civic organizations, Town and school officials, and the general public. The employee is subject to working in both inside and outside environments. Work is performed under the general direction of the Assistant Town Manager.

Duties and Responsibilities

Serves as a representative of the Town of Mooresville, demonstrating a positive attitude and progressive actions through the display of professionalism, courtesy, and appropriate tact and discretion in all interactions with other employees and with the public.

Directs and manages all parks, recreation, golf, arts and events, marketing, and community outreach programs and activities.

Manages the development and implementation of departmental strategic plans, master plans, park design, goals, objectives, policies, procedures, and priorities for each assigned service area.

Establishes, within Town policy, appropriate service and staffing levels; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; allocates resources accordingly.

Plans, directs, and coordinates, through subordinate level managers, the department's work plan; meets with management staff to identify and resolve problems; assigns projects through subordinate supervisors and managers; works with staff to establish work priorities and schedules; encourages and provides for staff training and professional development; interprets Town policies and procedures for staff; prepares and conducts formal performance evaluations; works with employees to develop short and long term goals, monitor accomplishments, establish performance requirements and personal development targets and provides coaching

Serves as Town staff liaison for the Parks & Recreation Advisory Committee and the Public Arts Committee.

Develops, plans, initiates, organizes, evaluates, and supervises an extensive program of indoor and outdoor recreation activities, programs and services.

Selects management, supervisory, professional, and technical and support staff and ensures effective morale, productivity, and discipline; plans, organizes, administers, reviews, and evaluates the activities and performance of staff directly and through subordinate supervisors.

Manages all financial aspects of the department including contract compliance. Develops, administers, and manages the department budget; develops and approves the forecasts of funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; seeks and administers grant funds.

Remains sensitive and aware of community recreation, social and cultural needs. Studies and analyzes program participation and attendance, personnel, and as a result, implements short and long-range actions that will lead to successful operations.

Receives and reviews reports, and suggestions; responds to and resolves difficult, significant, and sensitive citizen inquiries and complaints.

Enforces and relates the policies and programs to the general public regarding the program, services, and activities of the department.

Identifies, implements, and enforces necessary safety policies, procedures, and regulations.

Identifies training needs; develops and implements staff training classes on an ongoing basis. Maintains a high level of cooperation and communication with patrons, staff, media, and other department staff.

Cooperates and collaborates with community partners for community-wide celebrations and events.

Stays abreast of trends and innovations in the field of city/county management, personnel and budgeting, recreation administration, parks maintenance management, recreational golf, and youth services.

Facilitates collaboration between the Town and various community entities to provide for a diversity of recreational and cultural options.

Is dependable and meets acceptable attendance requirements at all times.

Follows all applicable safety rules and regulations.

Performs other job-related work as required.

Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities

Comprehensive knowledge of all phases of community recreational activities and their administration.

Thorough knowledge of the principles and practices of public administration with special reference to departmental personnel, strategic planning, municipal benchmarking, park planning, and budget administration.

Knowledge of effective management of special-use venues and facilities.

Ability to develop and execute a well-rounded program of recreational activities.

Ability to cooperate with and interpret recreational philosophies to Town authorities and private groups and the general public.

Ability to establish and maintain effective working relationships with subordinates, peers, the community, and executive management.

Ability to build consensus.

Ability to communicate complex ideas, both orally and in writing.

Ability to prepare and present detailed reports.

Ability to evaluate cost-effectiveness, and create cost recovery plans for the various recreation, golf, and cultural operations.

Physical Requirements

Must be able to physically perform the basic life operational functions of standing, walking, talking, hearing, and repetitive motions.

Must be able to perform sedentary work exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push or pull or otherwise move objects, including the human body.

Must possess the visual acuity to prepare and analyze budget and activity data and figures, operate a computer, and be able to inspect the work of others. An employee must also be able to visit parks and recreation sites to observe construction or activities.

Minimum Education and Experience

Bachelor's degree from an accredited college or university in a recreation-related field and seven to ten years of management experience in the administration of a broad multi-faceted parks and recreation program, or an equivalent combination of education and experience. A related master's degree is preferred. Certified Parks & Recreation Professional (CPRP) or Certified Park & Recreation Executive (CPRE) is also preferred.

Special Requirements

Possession of a valid North Carolina Driver's License.